



## ENERGY CONVERSATION TIP SHEET

Starting an energy conversation with your clients doesn't have to be awkward or intimidating. Be thoughtful and prepared in what you want to say and take things one step at a time.

### Be a building solution expert and let utility data be your guide

You don't have to be an energy expert to leverage energy data. Almost every building has inefficiency or waste, so use what every building already has available to point you in the right direction—utility data. And put it in simple terms and visuals that are easy to talk about (of course, we do that for you).

### Find clients who care about reducing utility expense

Some clients don't know what they don't know—that's why they need you to be their trusted advisor. But even the best relationship-builder can't make someone care. Ask a few qualifying questions and make sure you don't waste your time with clients who won't make a change.

### Know the business priorities of various vertical markets

It's easy to think you should go to every client with a message of bottom line savings, but different building verticals care about saving energy for different reasons. Know who pays the bill, and who will benefit if that monthly bill gets smaller—it will save you a lot of time chasing down financial decision-makers.

### Listen to their objections and use them to your advantage

Many clients are afraid to admit they don't know how their building is performing. It's your job to initiate a discussion about what could be gained with better performance. Ask business-related questions to guide the conversation to what can be gained, and demonstrate how you will prove it.

### Everyone wants to look good, especially to their boss

If your clients don't know how their building is performing, they might be worried about looking bad. Build their confidence by asking them to start with simple things, like benchmarking, and low cost/no cost improvements. Think ahead about how you can help them tell the story of improved performance and better efficiency.

### In the end, it's all about being the trusted advisor

The best partners stay connected with valuable touchpoints—and energy insight will keep you engaged in an on-going conversation. Combine good people, expert building solutions and energy data insight to position yourself as the go-to trusted advisor. You'll be there consistently, and the conversation about building performance will never end.



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